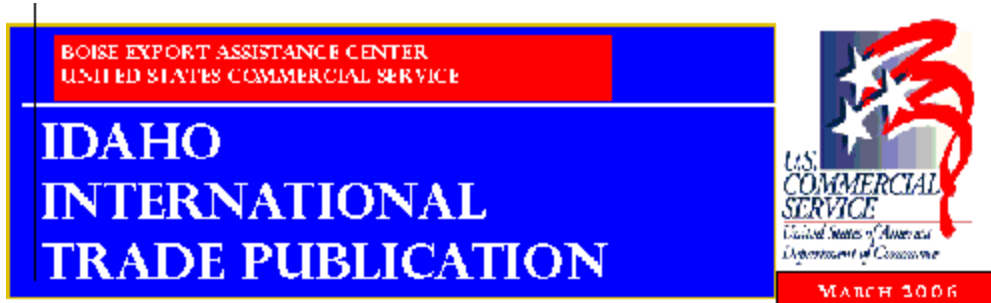


BUYUSA.GOV -- U.S. Commercial Service

Boise, ID



Idaho International Trade Publication - March 2006

- 2006 EBRD Annual Meeting/Business Forum
- Asia Pacific Business Outlook (APBO)
- Business Opportunities in Malaysia and Thailand Seminar
- Business Opportunities in Canada
- New Zealand Fielddays 2006
- New: Market of the Month - BRAZIL
- Excellent Growth for Telecomm Industry in Russia
- NEW: Upcoming Web Seminars (Webinars)

2006 EBRD Annual Meeting/Business Forum

Meet the EBRD's global network of partners!
European Bank for Reconstruction and Development
Hilton London Metropole, London
May 21-22, 2006

The European Bank for Reconstruction and Development's (EBRD) 2006 Annual Meeting and Business Forum offers U.S. companies a valuable opportunity to meet with the Bank's global network of partners, clients and contacts and to learn about new opportunities in the Bank's 27 countries of operation. The EBRD is a multilateral development bank created in 1991 to focus on the countries of the former Soviet bloc. The success of the EBRD's operations depends on a global network of partners, clients and contacts, and each year the Bank invites this influential group to the EBRD Business Forum to develop and discuss new business opportunities. The Business Forum will take place in London on Sunday 21 May and Monday 22 May, 2006. If you would like to be part of this important event, please contact EBRD organizers on +44 7338 6625, or email aminvitations@ebrd.com or register directly on line at <http://www.ebrd.com/am>.

Annual American Business Breakfast for U.S. Companies
Monday 22 May, 2006

On Monday morning, May 22, U.S. participants in the 2006 Business Forum will have an opportunity to meet up with EBRD bankers in the Annual American Business Breakfast for U.S. companies. This breakfast is organized by the Advocacy Center, U.S. Commercial Liaison Office to the EBRD and by the Office of the U.S. Executive Director. Key speakers will include Acting First Vice President and Vice President Finance Steven Kaempfer and U.S. Executive Director Mark Sullivan, as well as senior Department of Treasury Officials/Head of U.S. Delegation. At this Breakfast U.S. firms will have an opportunity to learn about U.S. participation in EBRD activities and hear from and interact with senior EBRD officials and members of the

official U.S. delegation. This Breakfast, for executive and representatives of U.S. firms only, will end in time to allow guests to attend Annual Meeting events.

Reservations for this event are on a strictly first come basis, please RSVP by:

Email: Gurjit.Bassi@mail.doc.gov

Fax: +44 20 7588 8443

Tel: +44 20 7588 8490

Asia Pacific Business Outlook (APBO)

Do not miss the premier event to explore business opportunities in Asia!

APBO, hosted by the University of Southern California in Los Angeles, with the full support of the U.S. Commercial Service, is the longest running, most successful regional conference of its kind focusing specifically on Asian markets. This conference has made a difference for U.S. exporters, and has become the premier U.S. commercial trade event focusing on the Asia Pacific region.

APBO 2006 brings the experts closer to you with 14 Senior Commercial Officers from American embassies, consulates and institutes in the following economies: **Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mexico, New Zealand, Philippines, Singapore, Taiwan, Thailand, and Vietnam.** They will speak in small-group workshops and be available for private one-on-one consultations with pre-registered APBO participants.

For more information on the conference or to register to attend, go to the following site:

<http://www.apbo2006.com>.

******PLEASE NOTE: Use registration code DOC2006 during sign-up and mention Amy Benson at the Boise Export Assistance Center. After the registration process is complete, you will receive instructions to sign up for one-on-one meetings with Senior Commercial Officers. Each meeting will be approximately 15 minutes long and will take place simultaneously with the conference.******

For questions or general inquiries, contact Amy Benson, U.S. Commercial Service Asia/Pacific Team Leader, at 208-364-7791.

Business Opportunities in Malaysia and Thailand Seminar

The U.S. Commercial Service is proud to bring you the **Business Opportunities in Malaysia/Thailand Seminar, Friday, March 31, 2006 8:00-10:00 AM in Spokane Valley Washington.** This Seminar provides an opportunity for companies to hear directly from Commercial Service Officers stationed in Malaysia and Thailand. Other highlights of the Seminar will also include: discussions of the U.S.-Thailand Free Trade Agreement, information on the 2004 Trade and Investment Framework Agreement, and in-depth coverage of the Thai and Malaysian markets in relation to other ASEAN countries. There are also a limited number of 25 minute one-on-one sessions with the SCOs available. You do not want to miss this excellent opportunity. If you have any further questions please contact Amy Benson at the Boise Export Assistance Center, 208-364-7791.

Business Opportunities in Canada

Idaho Commerce & Labor and Consulate General Canada are proud to present Business Opportunities in Canada in conjunction with Boise State University's Canada Week. **The event will be held at the Boise Metro Chamber of Commerce on April 6, 2006 from 11:00 am to 1:00 pm.** During the first hour, the Minister Counselor for Commercial Affairs, Dr. Thomas Boam, will address current issues and opportunities in the Canadian market. Following Dr. Boam's address will be a luncheon with the Director of Idaho Commerce & Labor Roger Madsen. The keynote speaker will be Jeffrey Parker, the Consul General, and he will speak on Canada's current and future political environment. **For more information contact Amy Benson at the Boise Export Assistance Office, 208-364-7791**

New Zealand Fieldays 2006

June 14-17, 2006 - Mystery Creek, New Zealand

Fieldays 2006 is in its 38th year and is bigger and better than ever! Showcasing the latest in agricultural products and services, Fieldays attracts 1000 exhibitors and over 115,000 visitors through its gates. It is New Zealand's premier agribusiness event bringing buyer and seller together to create an agricultural hypermarket. New releases, information, machinery demonstrations, technology, and innovation - it's all at Fieldays. Check out the Fieldays official website at: <http://www.Fieldays.co.nz/>. The Commercial Service will be on hand at our booth to showcase US companies and advise on US agricultural opportunities. **To find out how your US company can be represented at our booth please contact Lisa.Struneski@NOSPAM.mail.doc.gov or amy.benson@mail.doc.gov or at 208-364-7791.**

New: Market of the Month - BRAZIL

Brazil's 182 million people make it the 5th largest country in the world and its \$605 billion GDP makes it the 12th largest market in the world! The United States is Brazil's largest trading partner. In 2004, Brazil imported \$13 billion from the U.S, and from January–November 2005, Brazil imported \$13.8 billion worth of U.S. goods. Brazil offers numerous opportunities for U.S. businesses, and while the economy continues to develop, U.S. businesses know the name of the game for success in Brazil: do your homework and put in the time and energy to identify partners. Best prospects for U.S. exports to Brazil include agriculture; aircraft and parts; computer software; energy; iron and steel; medical equipment; iron and gas; and many more!**To find out more information and great opportunities in Brazil CLICK HERE!!**
[1]

Excellent Growth for Telecomm Industry in Russia

Be a part of Russia's premiere telecommunications and IT event, Svyaz Expocomm, May 10-13, 2006 in Moscow! In its second year as a U.S. Department of Commerce Certified Trade Event, Svyaz Expocomm is the largest telecomm/IT event ever held in Russia. Make sure that your company has a presence at this show! The U.S. Commercial Service is offering various exhibiting options to U.S. companies including:

- **Catalog Show** - We will display your firm's product literature/catalogs at our Catalog Show at Svyaz Expocomm 2006 and will provide experienced Russian speaking Commercial Service Industry Specialists to respond to inquiries. After the show, we will send you a complete list, with contact information, of Russian companies that expressed interest in your product or in doing business with your firm. We will also work with you to develop these trade leads. For \$500, this "catalog show" offers an extremely effective and low-cost opportunity for you to test the Russian market potential for your products.
- **Gold Key Service** - Planning on attending the show? Let us arrange a full day of business meetings for you with pre-screened, pre-qualified potential partners for only \$685!

Please go to <http://www.buyusa.gov/russia/en/expocomm.html> for complete details.

NEW: Upcoming Web Seminars (Webinars)

Brazil Webinar - March 15, 2006 2:00 PM EST

Are you a US manufacturer or wholesaler interested in increasing your international sales? As you know, there are tremendous markets for US retail products overseas, and Brazil is one of the largest with a population of 180 million consumers. This year US Commercial Service in Brazil will present an opportunity for test marketing your products in Rio, Sao Paulo, Belo Horizonte and Porto Alegre. For US companies already selling apparel, cosmetics, consumer goods, house wares, gift ware, sporting goods, pet products and office supplies in Brazil, this is an excellent opportunity to increase your market share. For other experienced US exporters, who are not yet doing business in Brazil, this is a prime opportunity to enter the Brazilian market. To learn more, about this ground breaking promotion for U.S. retail products in Brazil tune into our webinar.

Register Now at <http://www.buyusa.gov/tradeamericas/retailinbrazil.html> to receive log-on and dial-in instructions. For more information, please contact Delia Valdivia at delia.valdivia@mail.doc.gov or William Davis at William.davis@mail.doc.gov

Mexico Webinar - March 16, 2006 12:00 PM EST

In the session we will give you an overview of payment options that will allow you to maximize export sales while protecting yourself against nonpayment. Michael Dwiggins, Vice President & Sales Manager Global Services, in the PNC Bank (one of the US Export-Import Bank's leading financial lenders for US exporters to Mexico) and Daniel Crocker, Commercial Consul and Principal Commercial Officer in Monterrey, will be participating in the briefing. Our goal is to give you the financial tools to be more competitive in offering Mexican customers a complete solution. An online reference guide will be emailed to all U.S. company participants after the web seminar.

To register go to <http://buyusa.gov/mexico/en>.

China Webinar - March 20, 2006 2:00 PM EST

Learn strategies and methods for American manufacturing and services exports to China from this U.S. Commercial Service webinar. Opportunities in China is perfect for new-to-market companies who want to be part of China's rapid economic growth.

To register contact Linda.Abbuzzese@mail.doc.gov for your access information and pass code.